

The Many Avenues of Health Communication

Communication Planners Material Available

The National Cancer Institute has a host of educational material available, both for program planners and communicators as well as health professionals.

One of the publications is a handbook, entitled "Making Health Communication Programs Work: A Planner's Guide." It presents key principles and steps in developing and evaluating health communications programs for the public, patients, and health professionals.

The program planning and communication publications include material on breast cancer; breast self-examination; cancer prevention; chewing tobacco; and students with cancer.

Literature available to professionals includes publications on anticancer drugs; breast cancer; diet, nutrition, and cancer prevention; smoking cessation; prenatal DES exposure; the National Cancer Institute grants process; and a kit for pharmacists to help smokers quit.

The publications are free, with a limit of three per order unless otherwise specified, but they may be photo-copied.

Material may be ordered from Publications Order, Office of Cancer Communications, National Cancer Institute, Building 31, Room 10A 24, Bethesda, MD 20892, or 1-800-4-CANCER.

NCI Features Program for Survivors

For 1990, The National Cancer Institute's Patient Education Section (PES) is focusing on cancer survivors and the development of a nationwide cancer patient education network.

In an effort to meet the needs of cancer survivors, PES has developed a guide for survivors and their families that addresses issues such as employment and insurance. In addition, an annotated bibliography has been developed for health professionals which will guide them in their work with survivors and their family members.

A formal network of the NCI-designated comprehensive and clinical cancer center patient educators is in the developmental stages. The long-term goal of the network is to extend it beyond cancer centers to include patient educators from community hospitals and health-related organizations.

A major step in development of this network was the meeting of comprehensive and clinical cancer patient educators held at the University of Texas M.D. Anderson Cancer Center in Houston in March 1990.

Further information about these programs may be obtained from Katherine Crosson, MPH, Chief, Patient Education Section, Office of Cancer Communications, Bldg. 31, Room 4B 43, 9000 Rockville Pike, Bethesda, MD 20892, tel. (301) 496-6792.

Communications Teams Aid Substance Abuse Prevention

Over the years, health communicators have learned a lot about what works and what doesn't in reaching their constituencies.

At the Office for Substance Abuse Prevention (OSAP) in the Alcohol, Drug Abuse, and Mental Health Administration of the Public Health Service, there is a storehouse of information and experience on addressing populations at risk for drug or alcohol abuse or both. OSAP wants to share its expertise with every community faced with these problems.

To do this, teams of experts in the field have been formed to work with individuals and groups, professional and volunteer, in local communities. An OSAP team provides short-term help, free or at shared cost, to determine specific audience needs, develop drug or alcohol abuse messages and materials, and evaluate what programs might work.

Information about the OSAP Communications Teams can be obtained from the University Research Corporation, 7200 Wisconsin Avenue, Bethesda, MD 20814-4820, telephone (301) 951-3277.

Disease Prevention, Health Promotion Office Active in Health Communication

In addition to the market research on communication with hard-to-reach adult populations reported elsewhere in this issue of *Public Health Reports*, the Office of Disease Prevention and Health Promotion of the Public Health Service includes among its other communication activities

- Market research on communicating health messages to high-risk and out-of-school youth. These youngsters are particularly likely to practice many of the behaviors (tobacco, drug, and alcohol use, unprotected sex, poor nutrition, lack of exercise) and experience a stressful environment that place them at high risk for teenage pregnancy, drug addiction, sexually transmitted diseases, injuries, homicides, and suicides. This study seeks to identify strategies for conveying information about a diverse number of health topics through channels of communication acceptable to these audiences.

- "Prevention 89/90," the biennial summary of Federal activities in prevention. Chapter 1 focuses on Public Health Service health communication activities, discussing key programs and issues affecting future health communication policy and programs.

- "Healthy Older People: The Report of a National Health Promotion Program." This was a national effort to inform and educate older adults about health practices that could reduce their risk of illness and maintain their good health. An important element of the program was the generation of public-private coalitions and stimulation of local health promotion programs for older adults.

- Healthy People 2000, a Public Health Service initiative to improve the health of all Americans by the year 2000. National objectives to reduce preventable death, disease, and disability are the cornerstone of this effort. Many of the new objectives will aim specifically at improving the health status of certain groups of people who bear a disproportionate burden of health problems. Attention is also focused on infants and children, adolescents, and older adults.

Priorities are established in the areas of health promotion, health protection, and preventive services. Individual priority areas, as of February 1990, include physical activity and fitness, nutrition, tobacco, alcohol and other drugs, family planning, mental health, violent and abusive behavior, educational and community-based activities, unintentional injuries, occupational safety and health, environmental health, food and drug safety, oral health, maternal and infant health, heart disease and stroke, cancer, other chronic and disabling conditions, HIV infection, sexually transmitted diseases, immunization and infectious diseases, and clinical preventive services.

Communication Skills for HIV Prevention at State and Local Levels

The National AIDS Information and Education Program (NAIEP) at the Centers for Disease Control (CDC) conducts a broad-based, national educational and technical assistance program for AIDS prevention.

Established in 1987, NAIEP is known for the "America Responds to AIDS" public information campaign, partnerships with national organizations, and an information delivery and referral system that operates through the National AIDS Information Clearinghouse and the National AIDS Hotline.

A relatively new direction for NAIEP is its health communication and technical assistance program in social marketing, which was set up less than a year ago to work with States, cities, and organizations that receive CDC funds for HIV prevention.

Conceptually, the communications assistance program is designed to help areas use health communication strategies more effectively to deal with the AIDS epidemic. In addition, the program is developing networks and partnerships to encourage collaboration and sharing, thus maximizing communications resources.

Although operating on a limited scale, the initial tasks of the communications assistance program have involved needs assessments, consultation, and training. Preliminary analysis of data on programs in areas with HIV projects indicates a broad range of commitment to health communication as a public health tool for HIV prevention and a concurrent range of expertise. So far, 23 States and cities have expressed an interest in receiving assistance with their health communications programs.

A recently held National HIV-AIDS Communications Conference brought together HIV coordinators from Territories, States, and cities receiving CDC funds. The national conference, as well as conferences in individual States, was designed to enhance the skills of State and city officials involved in health communications for HIV prevention.

Participants are offered workshops on planning health communication programs, communicating with high-risk populations, interviewing techniques, making hot lines and clearinghouses work, working with minority media, social marketing, and evaluating health communication programs. In addition, participants learn more about the

National AIDS Information Clearinghouse, the National AIDS Hotline, and the "America Responds to AIDS" public information campaign.

To date, Washington, DC, and Philadelphia and the States of Florida, Illinois, New York, and Tennessee have received more indepth technical assistance.

The NAIEP works with each project area to tailor its technical assistance in communication to meet the need. The assistance has involved program reviews, ongoing consultation, indepth media market analyses, and health communication skill-building workshops.

The objectives of the program include

- providing ongoing consultation on health communication activities, including pretesting messages and materials, developing communications plans and strategies, marketing public service materials, and evaluating health communication programs;
- helping State and local health agencies work with community based organizations to build an effective local program for HIV infection and AIDS;
- helping health agencies utilize State and local hotlines and clearinghouses for disseminating AIDS information, and for receiving technical assistance and backup from the National AIDS Hotline and Clearinghouse when needed; and
- supporting and strengthening partnerships, as well as building capacity for delivering public information programs on HIV and AIDS at the national, State, and local levels.

For more information, contact the Communications Services Branch, National AIDS Information and Education Program, Mail Stop E-16, Centers for Disease Control, Atlanta, GA, 30333, telephone (404) 639-0956.

—CYNTHIA M. JORGENSEN, DrPH, and LYNN W. HERRING, MS, Communications Services Branch, National AIDS Information and Education Program, CDC, Public Health Service.

National Center Offers Health Promotion Help for Older Americans

The American Association for Retired Persons' (AARP) National Resource Center on Health Promotion and Aging in Washington, DC, can help professionals identify program models for starting a health promotion program for older adults and can provide advice on adapting materials and programs in

health promotion to fit the needs of older people.

The center is supported in part by a grant from the Administration on Aging of the Department of Health and Human Services.

The principal goals of the center are to increase awareness of the importance of health promotion for older adults; increase the number, quality, and effectiveness of health promotion programs for older adults; and enhance the expertise and ability of State agencies on aging to encourage the development of health promotion programs in their States.

Professionals and volunteers at the center have access to a broad range of up-to-date information, training, materials, and assistance specifically addressed to programming for older Americans. The center serves as a link, connecting aging and health professionals around the country.

The center offers

- training at professional health and aging meetings;
- telephone information hotline on a range of health promotion and aging topics;
- a newsletter, "Perspectives in Health Promotion and Aging," for sharing ideas, information, success stories, and resources;
- strategies for reaching minorities and low-income groups;
- a videotape, "Healthy Aging, Model Health Promotion Programs for Minority Elders;"
- State-by-State information on health promotion programs for older adults;
- health promotion library and computerized data base of programs and materials that can be accessed by letter or telephone; and
- expert program development advice and consultation.

The center will assist program planners with the development, adaptation, and implementation of successful health promotion programs.

Requests for information and assistance should be sent to Robin Mockenhaupt, Director, National Resource Center on Health Promotion and Aging, AARP, 1909 K Street, NW, Washington, DC, 20049. Telephone (202) 728-4476.

Cardiovascular Information for Minorities

The National Heart, Lung, and Blood Institute (NHLBI) has available a direc-

tory of cardiovascular resources for minority populations.

The directory describes materials on cardiovascular disease that are available either to minority patients or to the general public. The materials include leaflets, pamphlets, booklets, books, posters, wallet cards, films, and videotapes.

In each instance, there is information on language, target audience, grade level, producer, publication date, format, contents, availability, and cost. Single copies of the 116-page directory can be obtained without charge from

National Heart, Lung, and Blood Institute, Cardiovascular Disease Education Programs, Information Center, 4733 Bethesda Avenue, Suite 530, Bethesda, MD 20814, telephone (301) 951-3260.

CDC's Office on Smoking and Health Offers Many Antismoking Publications

For those who are interested in developing antitobacco programs for their communities, the Office on Smoking and Health of the Centers for Disease Control (CDC) offers several publications that may be helpful.

An overview of the national smoking, tobacco, and health problem is presented in "Smoking, Tobacco and Health: A Factbook." The booklet provides information about the health consequences of tobacco use. It also explains the role tobacco use plays in America's culture and economy by presenting information on the manufacturing and marketing of cigarettes, the business of growing tobacco, and the international trading of cigarettes.

For detailed State-specific statistics on tobacco and health, "Highlights of State Tobacco and Health Data" is useful. Among other data, this publication includes smoking prevalence rates, smoking-attributable mortality rates, and legislative information for the 50 States and Washington, DC, and compares the States to one another in these categories.

Another publication with State-specific information is the Office on Smoking and Health's summary of its report to Congress, "Smoking and Health: A National Status Report." The summary highlights the key findings of the report on smoking behavior, antismoking legislation at the Federal and State levels, and national, State, and local programs related to smoking. The summary includes a complete chapter from the report, "Smoking-

Attributable Mortality, Years of Potential Life Lost, and Economic Costs: State-Specific Estimates, 1985."

The "Guide to Public Health Practice: State Health Agency Tobacco Prevention and Control Plans," published by the Association of State and Local Territorial Health Officials and the National Cancer Institute, discusses effective strategies that health agencies can use to plan, execute, and evaluate tobacco control programs. The booklet includes short summaries of the programs that selected State health agencies have launched in the past.

These publications and additional information are available from the Office on Smoking and Health, Public Information Branch, Room 1-16 Park Building, 5600 Fishers Lane, Rockville, MD 20857.

American Lung Association Specializes in Smoke-End Strategies and Programs

Some of the programs provided by local affiliates of the American Lung Association (ALA) can be used in group settings in physicians' offices, hospitals, community facilities, and the work site. Others are aimed at individuals.

Among the programs for individuals are those that target people at times in their life cycle when they might be most open to quitting smoking. "Freedom From Smoking for You and Your Baby," for example, is a 10-day self-help guide designed particularly for pregnant women concerned about the health of their unborn baby. It includes a manual and a relaxation and exercise tape to help women cope with the physical and emotional changes of their pregnancy and with new demands on their time.

Developed with the cooperation of the American Academy of Pediatrics, "A Healthy Beginning" is a counseling kit for pediatricians and family physicians. The kit educates new parents about the dangers of passive smoking by children. "A Healthy Beginning" urges parents to try one of the "Freedom From Smoking" programs, and it offers them suggestions for protecting their children from secondhand smoke inside and outside the home.

"Freedom From Smoking for You and Your Family" is a 66-page self-help manual that covers issues such as weight control, addiction, and coping strategies. It includes a quitting calendar and record sheets to help people get to

know their own smoking habits. Specific techniques help them stay on the road to a smoke-free lifestyle.

A self-help alternative to manuals is the "In Control" video program available in VHS, BETA, or 3/4-inch versions. "In Control" can be used at home on a VCR or in the workplace to help individuals quit smoking. Local ALA affiliates have special guides on using the program in group settings in work sites, physicians' offices, and other locations. This 2-hour video program consists of 13 segments to be shown separately on consecutive days. Users receive a 136-page viewer's guide and a 20-minute audiotope with motivational and relaxation messages.

Most ALA affiliates offer clinics to smokers who prefer a group approach to quitting. The extensive 7-week course is led by trained staff or volunteers. Participants receive class instruction and supplementary written and audiotope materials on developing quitting strategies, dealing with recovery symptoms, managing stress, controlling weight, and avoiding recidivism. Some local ALAs sponsor followup maintenance groups for ex-smokers.

A self-help manual, "A Lifetime of Freedom From Smoking," also addresses this problem. It offers new nonsmokers strategies for staying smoke-free for a lifetime and deals with issues such as controlling weight and coping with social situations as nonsmokers.

"Team Up For Freedom From Smoking" (TUFFS) is a new comprehensive and creative smoking education and cessation program for the work site. TUFFS includes both smoking education and cessation. But it also helps employers develop and implement a policy making the work site smoke-free. TUFFS is available both as a self-help package for employers requiring minimal initial guidance from the Lung Association and with onsite assistance from Lung Association staff.

Like the other ALA smoking cessation programs, TUFFS focuses on developing a social environment—the workplace, the family, the broader community—that supports a smoke-free lifestyle. Like the other ALA programs, TUFFS is based on current research and thoroughly tested before being offered to the general public and features inexpensive, visually appealing, and easy to use materials.

All these programs are readily available from local affiliates of the American Lung Association.